

ABSTRACT

Public Relations of the Bandung City Government uses social media as suggestions for carrying out strategic communication. In this case, the Public Relations of the Bandung City Government can analyze developments and updates or updates regarding Covid-19 information through Instagram social media.

This study aims to determine and analyze the strategies used in the management of social media Instagram Public Relations of the Bandung City Government during the Covid-19 pandemic in terms of Social Media Management Theory by Paramitha (2011). This study uses a descriptive qualitative method by collecting various facts in the form of words and pictures that come from the results of interviews, observations and documents. Based on the research, the social media management strategy of the Bandung City Government Public Relations is first, making editorial planning related to Covid-19 information accompanied by layered verification so that the information is accurate and in accordance with the message to be conveyed. Second, the Public Relations of the Bandung City Government implements the results of content that have been made to Instagram by paying attention to aspects in terms of language, text or writing, visual content, and management carried out. Third, optimization of social media management of the Bandung City Government Public Relations is carried out so that the traffic or frequency of activities and visibility of the Bandung City Government Public Relations can be continuously improved so that management can continue to be carried out through the setting agenda obtained from periodic monitoring evaluation activities every month.

The conclusion of this research objective complements the theory used, namely Social Media Management by Paramitha (2011) in Pakuningjati (2015: 10), in planning, activation and supervision, and optimization.

Keywords: *Social Media Management Strategy, Instagram, Covid-19 Pandemic, and Social Media.*